



# For Baby's Sake

## SD Infant Mortality Initiative

First Lady Linda Daugaard  
Family Child Care Professionals of South Dakota  
May 5, 2017



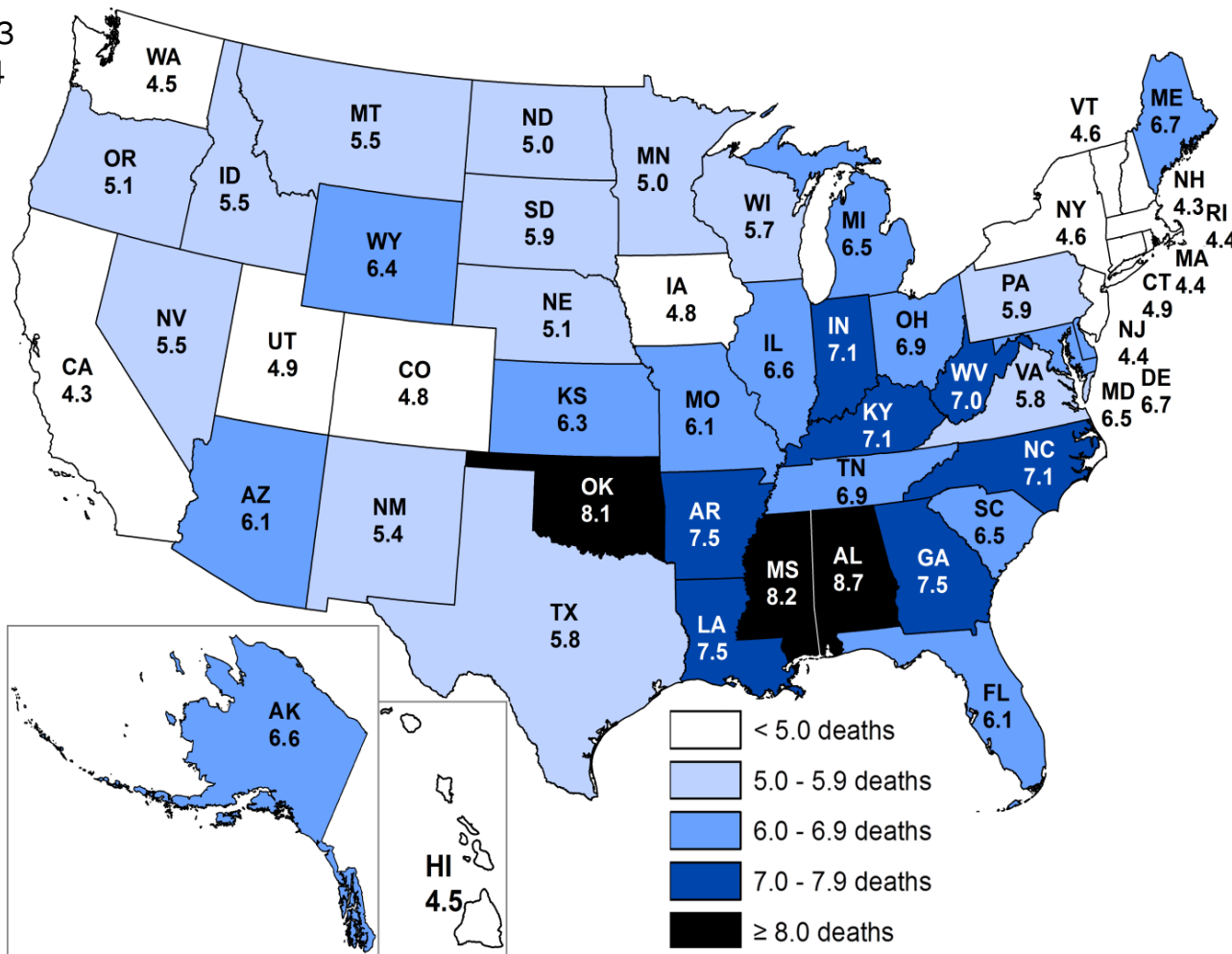


# **2016 Infant Mortality Data**

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# Infant Mortality Rates, United States, 2014

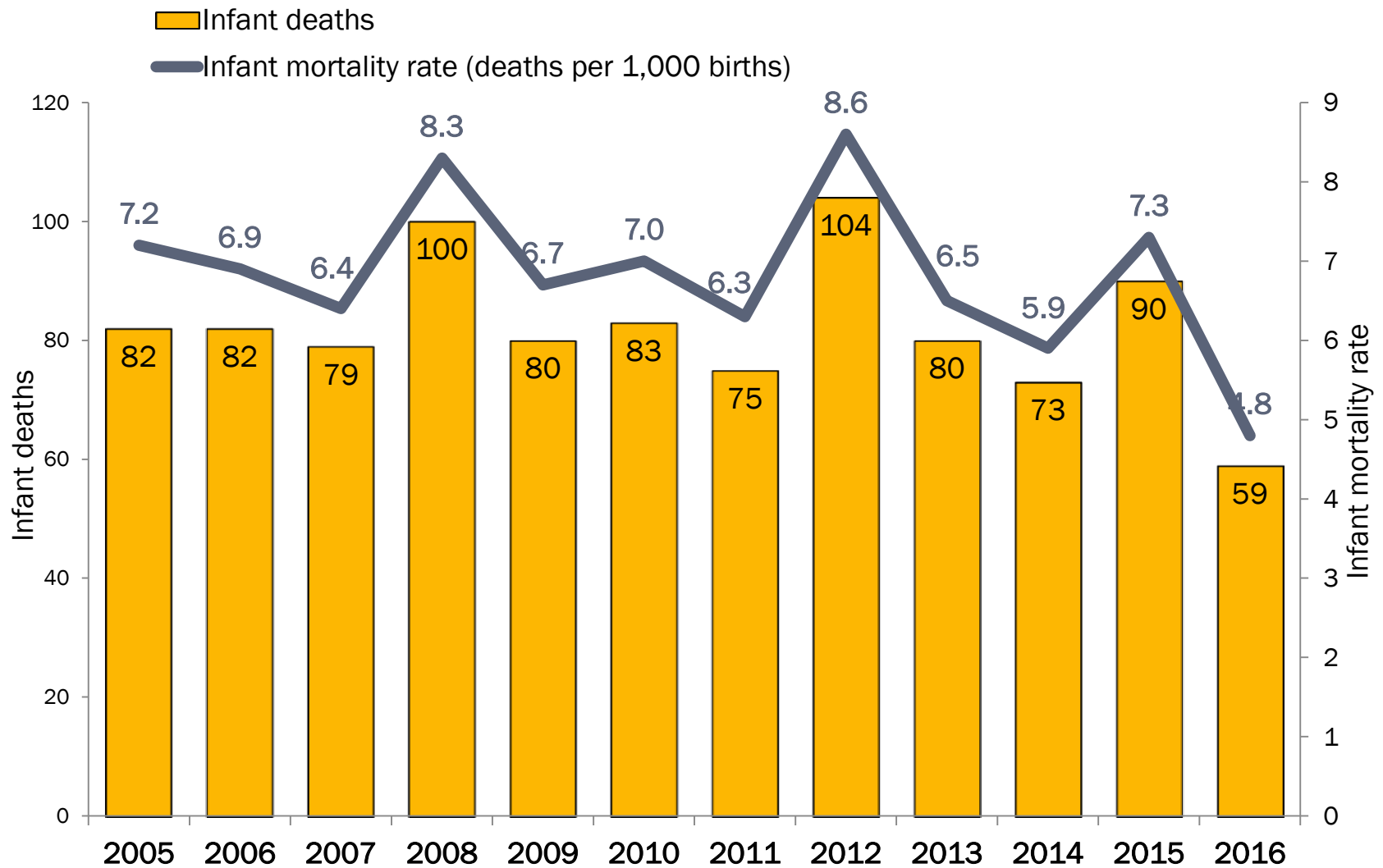
California 4.3  
 New Hampshire 4.3  
 Massachusetts 4.4  
 New Jersey 4.4  
 Rhode Island 4.4  
 Hawaii 4.5  
 Washington 4.5  
 New York 4.6  
 Vermont 4.6  
 Colorado 4.8  
 Iowa 4.8  
 Connecticut 4.9  
 Utah 4.9  
 Minnesota 5.0  
 North Dakota 5.0  
 Nebraska 5.1  
 Oregon 5.1  
 New Mexico 5.4  
 Idaho 5.5  
 Montana 5.5  
 Nevada 5.5  
 Wisconsin 5.7  
 Texas 5.8  
 Virginia 5.8  
**South Dakota 5.9**  
 Pennsylvania 5.9



Arizona 6.1  
 Florida 6.1  
 Missouri 6.1  
 Kansas 6.3  
 Wyoming 6.4  
 Maryland 6.5  
 Michigan 6.5  
 South Carolina 6.5  
 Alaska 6.6  
 Illinois 6.6  
 Delaware 6.7  
 Maine 6.7  
 Ohio 6.9  
 Tennessee 6.9  
 West Virginia 7.0  
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 Georgia 7.5  
 Louisiana 7.5  
 Oklahoma 8.1  
 Mississippi 8.2  
 Alabama 8.7

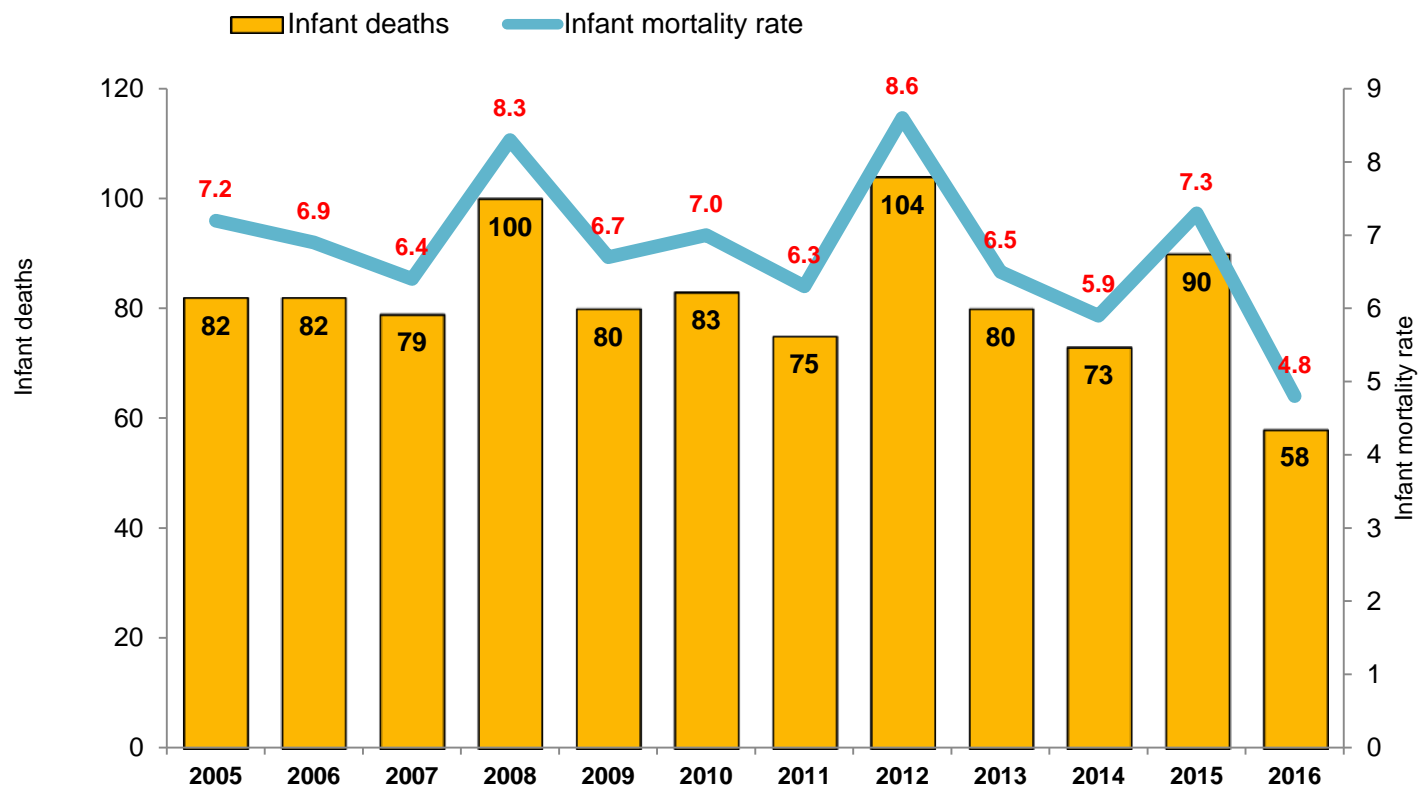
U.S. 2014 Infant Mortality Rate: 5.82

# Infant mortality in South Dakota, 2005-2016



# 2016 Infant mortality in South Dakota

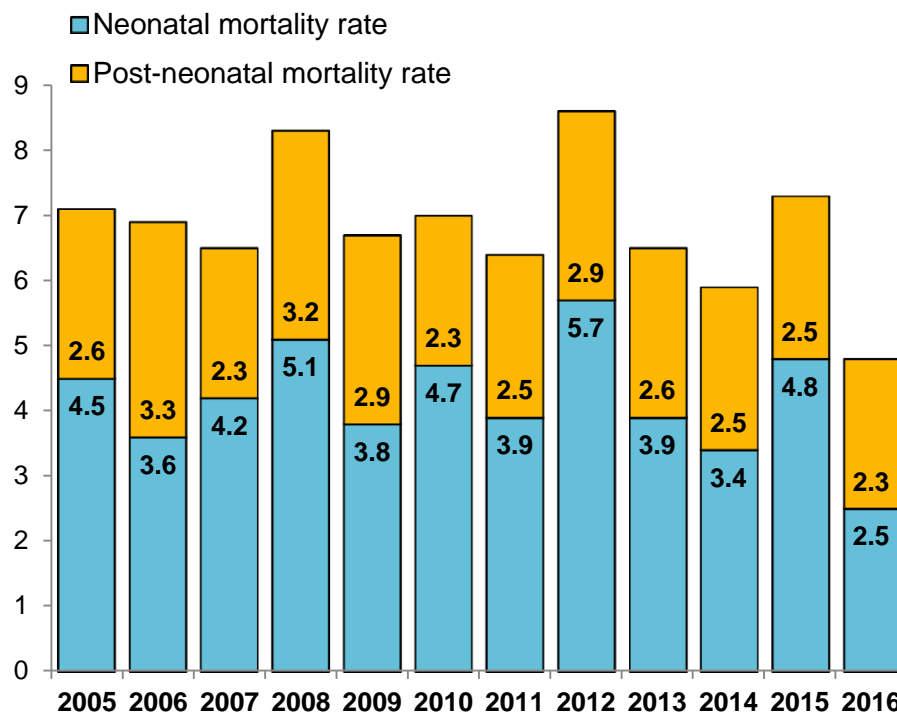
- 12,270 live births reported
  - 59 infant deaths reported
  - 4.8 infant mortality rate (deaths per 1,000 live births)
    - 3.6 White, 11.4 American Indian



# 2016 Infant mortality in South Dakota

## Causes of infant deaths

- 13 congenital malformations, deformations and chromosomal abnormalities
- 8 accidents (including 6 suffocation/strangulation in bed)
- 7 preterm immaturity
- 6 sudden infant death syndrome
- 25 other causes



## Strategies to Prevent Infant Mortality

- Support Safe Sleep
- Reduce Exposure to Tobacco
- Encourage Early & Ongoing Prenatal Care
- Support Breastfeeding
- Immunizations
- Injury Prevention (i.e. car seats)



# **Tobacco Exposure**

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# Would you stop smoking around them?

- In 2016, 13.6% of mothers smoked while pregnant
- Infants exposed to secondhand smoke are at greater risk for SIDS
- Children of smokers are at greater risk for:
  - Being sick more frequently
  - More bronchitis
  - More pneumonia
  - More wheezing & coughing
  - More ear infections

*Good for you,  
Good for you,  
Good for the children.*



# Call 1-866-SD-Quits now.

- **It's free & it works!**
  - 2x more likely to quit when you use a coach
  - Coaches will help you develop a personal program
  - You dial the number
  - We work on quitting together

- **Online click-to-call feature**

<http://sdquitline.com/enroll/>







**2 WAYS** TO  
GET STARTED:  
**CALL  
A QUIT  
COACH!**

**OR DO IT YOURSELF  
KICK START  
KIT!**





# Safe Sleep

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## Safe Sleep – Grandparents Campaign

- A campaign focused on grandparents was launched in 2016
- Features radio, print, and online components
  - ❖ Includes messages specific to American Indian population
- Encourages grandparents to start a tradition of safe sleep in their families





First Lady Linda Daugaard  
with her five grandchildren

## Create new traditions with your grandchildren.

Keeping our grandchildren safe is so important. It's one of the reasons  
Dennis and I created a new tradition based on the *new safe sleep guidelines*:

- + Babies sleep safest on their backs.
- + Always sleep in a safe crib (no blankets, toys, or bumper pads).
- + Babies should sleep alone.
- + Couches, chairs, infant seats, or swings are not safe places for babies to sleep.

Let's keep our grandchildren safe! Visit [ForBabySakeSD.com](http://ForBabySakeSD.com) for more.

for baby's  sake  
Healthier moms + Healthier babies



## Did You Know?

- Safe sleep practices should be used to reduce the risk of SIDS in every infant **under the age of 1 year.**
  - About 1 in 5 (SUIDs) occur while an infant is being cared for **by someone other than a parent.**
- Swaddling can put a baby at risk.
  - AAP Recommendation: Discontinue swaddling at about 2 months.
- Putting a baby on its back does not increase the risk of choking.

# American Academy of Pediatric Recommendations for Child Care Providers

- Develop a written policy that describes the practices to be used to promote safe sleep when infants are napping or sleeping.
- All staff, volunteers and others approved to enter rooms where infants are cared for should receive a copy of the Safe Sleep Policy and training on the importance of consistent use of safe sleep policies before they are allowed to care for infants.

<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Children-and-Disasters/Pages/Child-Care-Providers.aspx>



## Safe Sleep in Child Care

- Infants up to 12 months of age should be placed for sleep wholly on their **back**
- on a **firm crib mattress covered by a tight-fitting sheet in a safety-approved crib or play yard.**
- Only one infant
- No monitors or positioning devices unless required by the child's primary care provider.
- **No other items** except for a pacifier.
- Infants should not nap or sleep in a car safety seat, bean bag chair, bouncy seat, infant seat, swing, etc. that is not a safety-approved crib.

## Safe Sleep in Child Care

- No soft or loose bedding
- No stuffed animals or toys, including mobiles and other types of play equipment that are designed to be attached to any part of the crib
- Keep the room at a temperature that is comfortable for a lightly clothed adult.
- Infants should be directly observed by sight and sound at all times, including when they are going to sleep, are sleeping, or are in the process of waking up.
- Equipment such as a sound machine, that may interfere with the caregiver's ability to see or hear an infant who may be distressed should not be utilized.
- Support mothers who want to breastfeed.

# What does a safe sleep environment look like?

Use a firm sleep surface, such as a mattress in a safety-approved\* crib, covered by a fitted sheet.

Do not use pillows, blankets, sheepskins, or crib bumpers anywhere in your baby's sleep area.

Keep soft objects, toys, and loose bedding out of your baby's sleep area.

Do not smoke or let anyone smoke around your baby.



Make sure nothing covers the baby's head.

Always place your baby on his or her back to sleep, for naps and at night.

Dress your baby in light sleep clothing, such as a one-piece sleeper, and do not use a blanket.

Baby should not sleep in an adult bed, on a couch, or on a chair alone, with you, or with anyone else.

## South Dakota Cribs for Kids

- established in April 2012 to distribute cribs to families who need a safe sleep environment for the baby.
- The Safe Sleep Kit includes a Pack 'n Play crib, crib sheet, sleep sack, *Safe Sleep for Your Baby* DVD, *Safe Sleep Baby Safe and Snug* children's book, and pacifier and is provided to low resource families at no cost.
- Distributed almost 8,000 kits



## Safe Sleep Messages

- Childcare and preschool providers can help with the safe sleep message by:
  - ❖ Adhering to and modeling infant safe sleep practices in their facilities
  - ❖ Linking families in need to the *Cribs for Kids Program*
  - ❖ Sharing safe infant sleep education with parents of all infants under age 1 receiving care in the childcare setting.



# Resources

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# Resources

## SD Department of Health

- For Baby's Sake – <http://forbabysakesd.org/>

## National

- Healthy Childcare America – American Academy of Pediatrics – <http://www.healthychildcare.org/>
- Caring for Our Children – National Health and Safety Performance Standards: Guidelines for Out-of-Home Child Care – <http://cfoc.nrckids.org/>
- National Institute for Child and Human Development Safe to Sleep Campaign – <https://www.nichd.nih.gov/sts/Pages/default.aspx>
- Centers for Disease Control and Prevention – <https://www.cdc.gov/sids/parents-caregivers.htm>
- Consumer Product Safety Commission (crib and play yard safety standards) – <https://www.cpsc.gov/>



# Questions?